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## ADVERTISING

Advertising is a means of extending the field of one's business operations beyond their otherwise prescribed limits. Trade, like natural forces, travels along the lines of least resistance. It is almost an axiom that the line of least resistance is mutual confidence and respect.

For an article to be successfully advertised, the first question is: Do people need it? Does it respond to some already expressed or dormant demand? Above all, the fundamental requirement—the basis of all confidence—is that the advertised article or service should be good. A high degree of success, a permanent hold upon the public interest, is not possible without this. The flaw in the article becomes recognized as quickly as a weed that springs from apparently good seed. Good advertising—no more than good soil—can continue to hide the real character of a poor article.

Starting with a good article that inspires confidence, the next question for the advertiser to settle is: Is this an opportune time and what is the right place to advertise? For the advertiser, this involves the question of mediums and localities, and the answer is dependent upon experience and knowledge. It is not enough to place advertisements and await results. They must be carefully and systematically followed up,—each inquiry turned into results. Public confidence can only be won by honest, truthful and effective statements. Whatever the amount of money spent, its power is greatly increased by advertising of this reasonable and substantial character. This is instanced by a remark of a late president of the Royal Baking Powder Company: "It took \$15,000,000 to put this business where it is, and it will take *at least* \$15,000,000 to tear it down." Notice the emphasis upon *at least*. It shows the strength which reputation gives and the incalculable value of securing a hold on public confidence.

Some of the specific advantages of advertising to the business man are: the *opportunity to enlarge his field of operations*, the *ability to maintain prices*, the *obtaining of an assured custom*, and the *simplification of business*.

Advertising is to the field of distribution what the railroad is to transportation. With the ox and wagon, the horse and the sailboat, goods could only be carried a short distance, but the rail-

road or the steamboat makes the fruit of California a familiar article of purchase in New York, or the American locomotive a valuable adjunct to trans-Siberian service. The public crier arouses the interest of but few people, the salesman is limited in the space he can cover, but printed words in circulars, magazines and newspapers can be scattered broadcast over the country, telling the resident of a ranch in Arizona or a sheep farm in Australia of articles manufactured in London or New York. The large department stores attract the casual passer-by by their handsomely trimmed windows, but their extensive business is due to the use of all other legitimate means of advertising. Over a hundred years ago a physician made a prescription for a soap to be used in washing wounds. To-day, as the result of advertising, Pears' soap is better known than England herself. Intelligent sales agents in Japan, China and the United States make every effort to familiarize the people with its value; and the advertising of the soap has made it a world-power in the soap-business.

The possible boundaries for the extension of business by advertising is the world. The stimulus to inventors must be increased by the knowledge that their labor-saving devices and comforts cannot only be made to benefit a large portion of humanity, but that their own rewards can be immediate and great.

Advertising helps to secure the highest prices. Every man who invents something or manufactures an article out of good materials should have the reward of his service. Moreover, the public like to know their money is going for the real thing. There is a class of people who secure business on price alone. We call them "pirates," or rather "parasites," who live on the product of other people's brains—the demand created by others. They make no contribution to the welfare of society. Their tendency is to degrade rather than to elevate, to destroy rather than to create. For example, Scott's Emulsion, which is recognized by physicians as an excellent article, and which, after a large expenditure of money, has secured recognition, is now widely imitated. These imitations are offered to the druggist as being "as good as Scott's," and allowing a wider margin of profit. The only way in which the original makers of the cod liver oil have prevented the substitution of an inferior article selling at a lower price, is by advertising and creating such a demand for the original article that the druggist must recognize it. Extensive advertising

results in standardizing an article. People become familiar with its special features and they are willing to pay for them.

Another advantage of advertising is assured business. By creating a large demand, a manufacturer can have the satisfaction of feeling that there is no danger of his mills standing idle. More than that, when one factory becomes crowded with orders and is working day and night, he feels justified in extending his business, and building a new factory, but he still keeps on advertising, knowing that, in this way, can he keep up a steady and constant demand, and assure himself of sufficient business. I know of one concern which six or seven years ago was hardly known; but now, thanks to advertising, it is a leading concern doing a business of probably \$6,000,000 a year. I also know of an automobile company that is spending \$50,000 this season in advertising, although it has every machine sold that it can turn out before the first of August. It is advertising so that it can extend its plant; for next year will probably be the great year in the business; and it wishes its automobiles to be recognized as standard goods.

Finally advertising simplifies business. The most primitive way of doing business is the most complicated. A man invents a broom with a patent spring that enables it to take hold of the carpet with less strain upon the person who sweeps. He makes this broom with his own hands, takes it about and shows it to housekeepers, obtains and fills orders, collects the money and keeps his own books when credit is allowed. In other words, he does everything himself. Now suppose his business grows, he has more than he can attend to and he employs others to do these various things. Each by limiting himself to one thing, does it better and cheaper than the broom-maker himself. By advertising he creates a demand for his broom, and he is enabled to systematize his buying, selling and office work, so that every department is reduced to the simplest form. His own work consists in merely criticizing, inspiring and improving the work of others. A large business is enabled to specialize, and to purchase and use all the best business devices.

Another method of simplifying business is to concentrate upon one or a few articles. I recently visited a factory in which some twenty kinds of underwear were manufactured. This manufacturer's latest article was his best seller, running far ahead of other goods. I suggested that he could put his whole factory upon this one kind.

Thirty thousand or forty thousand dollars' worth of advertising each year would in a few years give him such a business that he would have no room for other goods. The American people want just this article for which he has the patent. He will thus simplify his business, make more money and make several millions of people more comfortable.

The very features of advertising which make it of value to the business man, also benefit the community. In the first place, advertising educates people in a knowledge of standards of quality and cost. They become more appreciative of a good thing, especially of such goods as never deteriorate in quality. They learn to vary their purchases, to try new articles and to look for the best. They can, moreover, become independent of the monopoly of their local dealer, not only as to what they should buy, but also in the prices paid for things. This is of special interest in the country districts, where dwellers by reading magazines, newspapers and catalogues can obtain city articles and a wide choice of goods. Take for example the piano player, one of the greatest musical helps that has ever come to the world. It brings to the remotest home the world's great musical compositions and gives to those who are deprived of the opportunity of hearing concerts and players an opportunity to hear good music well played. Where people have the necessary musical appreciation, these piano players are a tremendous addition to the breadth and scope of every-day living. Advertising benefits society by bringing the extremes of the country together, making all more cosmopolitan, and permitting all to enjoy the same luxuries and comforts.

I have already suggested that an advertiser must maintain the quality of his goods, or his money will soon be thrown away and his success will be only short lived. In this way advertisers, by stamping their own makes, have made it possible for people to discriminate between the poor and excellent.

Granting that advertising is a good thing, what is the best way for the business man to advertise? The specializing of advertising as a business is evinced by the growth of large advertising companies and the success of especially gifted men. The necessity of specializing is furthermore made evident by the tendency to have a separate department, with a trained advertiser at its head. In the ordinary business there are exceptional cases in which the owner of

the business is especially gifted with the power of successful advertising, but, as a rule, the advertising is either neglected or inadequately managed. The finding of the advertisable feature in a man's business, or if it does not exist, finding it outside and putting it there, is an art. It is here that the value of the agency exists. Trained advertisers are men who can advertise any business, after a study of its peculiarities. They are familiar with methods and can adjust them to meet specific needs. Moreover, the agency possesses the technical knowledge of mediums, literature, printing, illustration, etc.

The first business of the advertising agency is to give advice. It is necessary to ascertain whether the article or articles are good subjects for advertising, whether the business is so organized that satisfactory results can be obtained, and to determine the amount of money to be expended. Mediums must be decided upon according to the character of the article. The advertising agent visits the plant frequently, obtaining full information from the advertiser and his subordinates; he prepares copy, designs, plates and electrotypes, and sends the different orders to the mediums at the right prices with stipulations as to position, etc. It is his duty to watch closely to see whether the advertisement is properly placed and correctly set. The bill is rendered to him, he checks it, and renders the advertiser a bill for the entire service. This simplifies the work of the advertiser, relieving him from all details. The agency necessarily has all the technical knowledge, involving the value of mediums, their prices, the manner of getting position and copy.

The secret of advertising success, then, is: first, have an article of high order that people really want; then sell it in an agreeable, tactful and honest way; advertise it in the same way.

Whatever a manufacturer can do better than anyone else, and has time to do, let him do it himself, or let it be done immediately under his supervision. Whatever parts of this process he cannot do himself, let him get it done by the person or concern that can do it honestly, capably, and thoroughly.

It is as sure as anything in this world that the man who is manufacturing, selling, and advertising along these lines, and with thoroughness besides, will win for himself and his article a large measure of success, bounded only by the possibilities of time and the commercial area of the world.

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